



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/24 thru 08/30

(prices in dollars per carton)

Fri. Aug 24, 2007

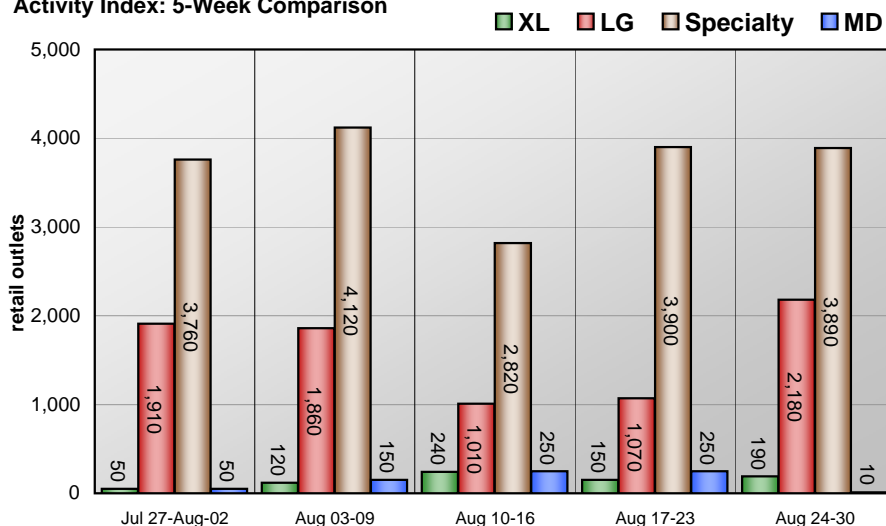
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		38.1% of 17,000 stores				30.9% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			720	1.23	130	1.27	270	1.57			30	0.84
	White 18 pack							170	2.39			60	0.96
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	190	1.09	1,030	1.01	20	0.99	620	0.96			1,180	0.75
SPECIALTY	White 18 pack			430	1.80			10	1.57	300	0.99	780	1.00
	Brown 12 pack											10	1.00
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	10	4.00	240	2.74			1,670	3.09			530	3.35
	OMEGA-3												
LARGE	White 12 pack	370	3.05	1,350	2.54	30	1.98	700	2.17	110	2.61	810	2.06
	Brown 12 pack			640	2.50							120	2.99
	CAGE-FREE												
	White 12 pack			60	1.88			280	2.00			100	2.09
	Brown 12 pack	210	2.50	1,010	2.62	120	2.50	1,100	2.25			580	2.47

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,370	1,220	2,360	Large Eggs on
Specialty	3,890	3,900	2,250	Aug-20-2007
Total (includes MD)	6,270	5,370	4,670	372.2
Special Rate 4/:	10.6%	9.2%	11.9%	down 7%

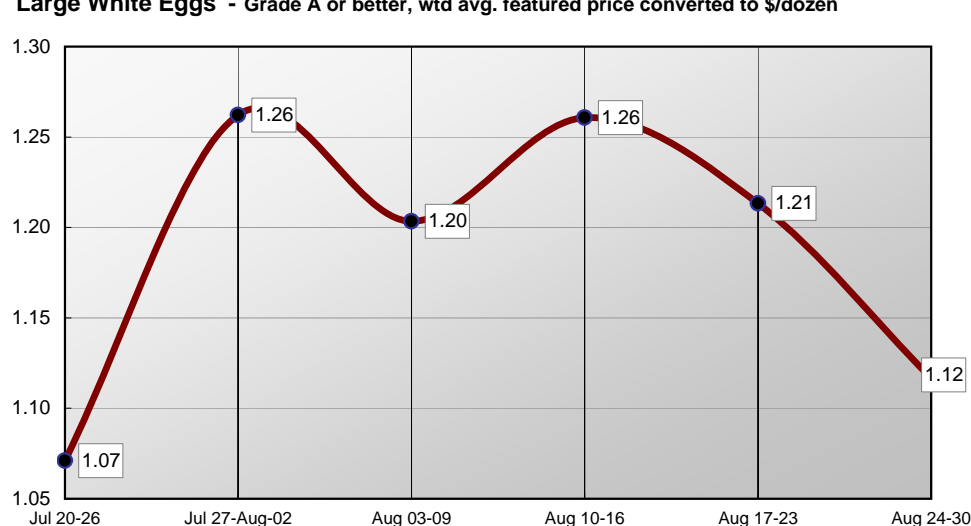
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
<p>Promotional activity on regular shell eggs is significantly higher than last week, but is about unchanged from the same week last year. The weighted average price to consumers on Grade A or better Large white eggs declined. Stores featuring Grade A white Large 18 pack eggs increased in this cycle. Specialty shell egg ads are slightly lower than the previous week, but higher than those reported a year ago. Omega-3 white eggs reclaimed top spot in this sector. USDA Certified Organic brown egg ads declined dramatically, however Cage free brown eggs maintained steady visibility. Liquid egg features continue declining. 3-4 oz. cups increased in store volume and average price this week, however 14-16 oz. and 32 oz. cartons are lower than a week ago.</p>	

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		55.7% of 3,800 sampled outlets Activity Index = 3,000 (includes Medium)						15.8% of 4,700 sampled outlets Activity Index = 780 (includes Medium)						29.2% of 2,900 sampled outlets Activity Index = 1,050 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.29	10	1.29				1.00	100	1.00				1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack				0.89 - 1.09	30	0.99	1.25	50	1.25	0.89 - 1.25	530	1.01	0.99	120	0.99	0.89 - 0.99	310	0.98
	White 18 pack				2.50	130	2.50												
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.89	10	0.89
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	240	2.74												
S P E C I A L T Y	OMEGA-3																		
	White 12 pack	2.50 - 3.69	370	3.05	2.00 - 3.29	770	2.72				2.50	10	2.50				1.99 - 2.50	390	2.25
	Brown 12 pack				2.50	570	2.50				2.50	70	2.50						
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																1.79 - 1.99	10	1.89
	Brown 12 pack	2.50	210	2.50	2.50 - 3.00	670	2.68				2.99 - 3.00	20	2.99				2.50	200	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		54.6% of 2,700 sampled outlets Activity Index = 1,140 (includes Medium)						39.5% of 1,900 sampled outlets Activity Index = 180 (includes Medium)						53.7% of 1,000 sampled outlets Activity Index = 120 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.25	330	1.06				0.99 - 1.50	170	1.39				0.99 - 1.89	100	1.72
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack	1.25	20	1.25	0.99 - 1.29	160	1.03												
	White 18 pack				1.50	300	1.50												
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack							4.00	10	4.00									
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				1.99 - 2.50	180	2.39												
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack				1.99	30	1.99										1.50 - 1.99	20	1.72
	Brown 12 pack				2.49	120	2.49												

Note: See page 1 for explanatory notes.



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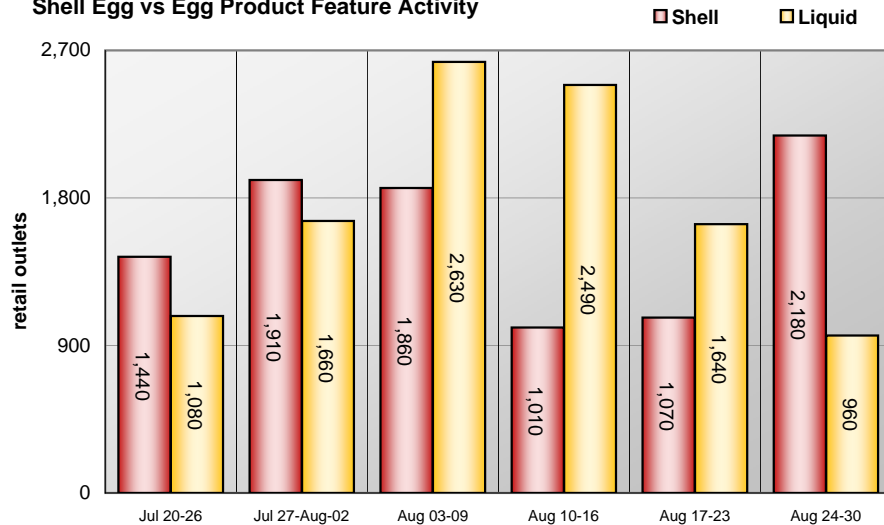
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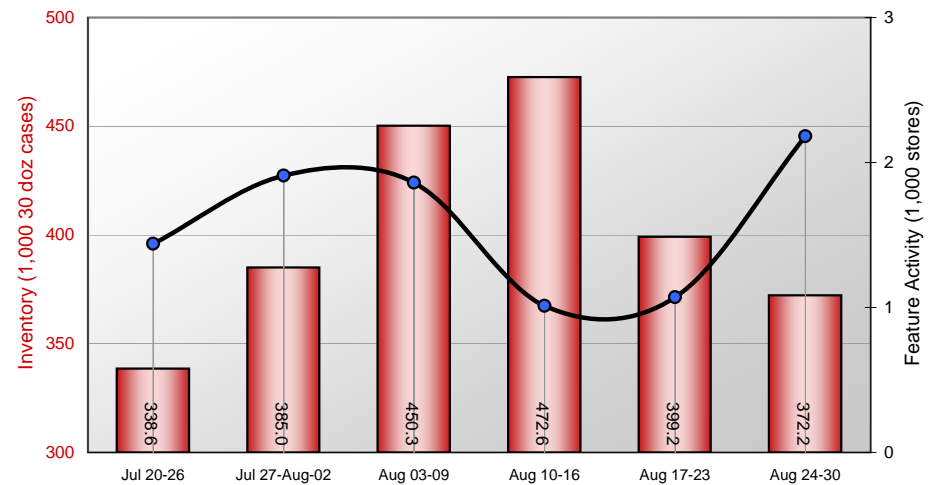
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	6.0%		8.9%		23.8% of 3,800 sampled		0.3% of 4,700 sampled		1.0% of 2,900 sampled		2.0% of 2,700 sampled		1.0% of 1,900 sampled		0.5% of 1,000 sampled	
2/ Activity Index	960		1,640		Activity Index = 850		Activity Index = 20		Activity Index = 20		Activity Index = 30		Activity Index = 10		Activity Index = 30	
	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
14-16 oz. carton	640	1.98	1,490	2.51	1.67 - 3.00	600	1.99	1.67	10	1.67	1.99	20	1.99	2.00	10	2.00
32 oz. carton	50	3.56	140	4.80										3.79	10	3.79
3 - 4 oz. cups	270	3.12	10	1.99	2.50 - 4.00	250	3.13	4.00	10	4.00				3.50	10	3.50
2 - 8 oz. cups														2.00	10	2.00

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.